

7

**REMARKS**

Claims 1 and 14 were objected as the Examiner considered the term "the purpose thereof not routing to the particular destination on the network" constitutes a negative limitation in the claim. However, the specification sets forth that the unique identifier identifies other than a routing information and, as such, it requires some type of translation database or translation table. Applicant has amended the claim to clarify this in that it sets forth that the route information does not identify nor is it inherently associated with a routing path to a destination location on any network. In the specification, at page 34, line 22, for example, one type of unique code is a product code which is provided in the form of a "link" to a product. This is product information, and it requires something more to actually connect the user's computer to some web page. As such, Applicants believe that the specification clearly supports that this limitation to the unique information is such that it describes other than routing information and, as such, Applicants believe that the clarifying amendments are supported by the specification.

Claims 1-17 stand rejected under 35 U.S.C. 102(e) as being anticipated by *Gifford*. This rejection is respectfully traversed.

The Examiner has indicated that Applicants' prior argument was directed toward the fact that the prior art did not disclose as an input a unique code that has no routing information contained therein. Applicant has further clarified that it not only does not have routing information but the purpose of that particular unique information is not associated with routing information. A phone number, in contradistinction, is a routing number. It has one specific purpose, and that is to connect someone to a user. This is a distinctly different aspect than the unique information that is associated with Applicant's claim. As such, Applicant believes that this one distinction distinguishes Applicant's claim over that of *Gifford*. Therefore, Applicant does not believe that *Gifford* anticipates Applicant's present concept, as defined by the amended claims. Therefore, Applicant respectfully requests withdrawal of the 35 U.S.C. Section 102(e) with respect to claims 1-17.

Applicant has carefully reviewed the Office Action dated October 21, 2005. Applicant has

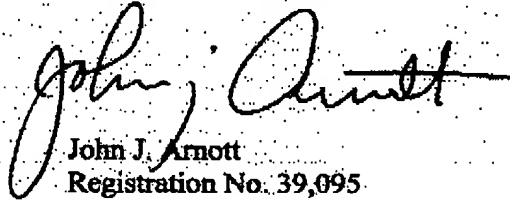
AMENDMENT AND RESPONSE  
S/N 09/382,371  
Atty. Dkt. No. PHL-24,737

8

amended Claims 1 and 14 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,737 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
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AMENDMENT AND RESPONSE  
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